

## REMARKS

Examiner has objected to the title as not being descriptive. Accordingly, Applicant has amended the title to read --Personalized Storage Medium and Method--.

Examiner has objected to claim 6 as not having proper antecedent basis in being dependent upon claim 1, but suggests claim 6 should be dependent upon claim 5.

Applicant agrees and has amended claim 6 accordingly.

Examiner has rejected claims 1-7, 13, 15-19, and 21 under 35 U.S.C. 102(b) as being anticipated by EP 0855288 A2 to Millevolte et al. ("Millevolte"). Millevolte discloses a postcard enclosing a floppy disk or CD-ROM, the postcard picture being stored as a panoramic picture that can be manipulated by a PC mouse. The postcard itself is disclosed to be a cardboard box (2) to house a conforming cardboard package (3) that acts as a casing for the CD-ROM. The cardboard package consists of a center section (3a) upon which two tabs (3b, 3b), two strips (3c, 3c), and two wings (3d, 3d) are folded in upon themselves as shown in FIGs 3-6 and described in the associated text. The cardboard package (3) is then inserted into the cardboard box (2) as shown in FIG. 7.

Claims 1 and 13 require that there be a medial filler and that, for an abundance of clarity, the medial filler be laminated to and spacing apart first and second lamina. Millevolte does not disclose or teach such a laminated medial filler. Since an anticipation rejection requires the presence in the cited reference of all of the elements of a claimed invention arranged as in the claims and since the Millevolte reference does not disclose or teach at least one of the elements of Applicant's claimed invention, the anticipation rejection of claims 1 and 13 based upon Millevolte is improper.

Claims 2-7, 15-19, and 21 are dependent claims dependent upon claims 1 and 13, respectively. Since claims 1 and 13 are believed allowable, claims 2-7, 15-19, and 21 are believed allowable. Special notice should be given to claims 5, 6, 18, and 19, however.

Claims 5 and 18, as amended, require that there be a second user specified computer file comprising a video file compliant with a video standard. Millevolte discloses an image stored as a 3D panoramic image that can be manipulated by a PC mouse and that the image is of much better quality than that illustrated on the postcard. See col. 1, lines 22-30. Millevolte does not disclose a second computer file and

Millevolte does not disclose that such a second file would comply with a video standard. Therefore claims 5 and 18 additionally are not anticipated by Millevolte.

Claims 6 and 19 require that there be a linking between the image file and the video file. There must be two files, an image file and a video file. Millevolte does not disclose or teach the existence of two files, one image and one video, so there cannot be a teaching of a linking of the two files. The printed image of Millevolte is not itself a separate file. Therefore claims 6 and 19 additionally are not anticipated by Millevolte.

Examiner has rejected claims 8-11 under 35 U.S.C. 102(b) as being anticipated by USP 5,825,996 to Davis et al. ("Davis"). Davis discloses a method and apparatus for printing greeting cards, invitations, and the like completely to the edge of the printed medium. A memory device (20) is connected with a personal computer system (2) and accepts a removable storage medium, memory disk (42), for storing a graphical image creating means (46), a size determining means (48), and a printer actuating means (50). "The graphical image creating means is appropriately encoded on the memory substrate 42 and adapted to communicate with the operating system program 22 to receive control information from user input into the personal computer system 2. The graphical image creating means 46 then creates with the personal computer system 2 a graphical image to be printed onto principally the primary printable area of the substrate 24 of the print medium 14 but also to some extent across the perforated line 26 and in the secondary print area as described above. The graphical image creating means can be used to create one or more images for printing on one or more sides of the print medium 14." Col. 8, lines 52-63.

Claim 8, as amended, requires that the processor accept still image content and video content and create a first digital image file suitable for storing, a second digital image file suitable for printing, and a video file. Further, claim 8 requires that there be a data recorder that records the first image file and the video file on the personalized storage medium. Davis does not teach or disclose the accepting or storing of a first image file and a video file. Since an anticipation rejection requires the presence in the cited reference of all of the elements of a claimed invention arranged as in the claims and since the Davis reference does not disclose or teach at least one of the elements of

Applicant's claimed invention, the anticipation rejection of claim 8 based upon Davis is improper.

Claims 9-11 are dependent claims dependent upon claim 8. Since claim 8 is believed allowable, claim 9-11 are believed allowable.

Examiner has rejected claim 12 under 35 U.S.C. 103(a) as being unpatentable over Davis. Examiner notes that Davis does not disclose a digital audio file suitable for storing on the personalized storage medium. However, Examiner gives Official Notice that it is well known to store a digital audio file associated with a video file. Applicant respectfully traverses Examiner's statement that it is well known to store a digital audio file associated with a video file. While it may be accurate that audio and video may be stored together as an MPEG file (or other video standard), Applicant contends that separate associated audio and video files, as claimed in claim 12 are not known. Accordingly, Applicant respectfully requests Examiner to supply documentary evidence of the existence of the association of an audio file and a video file, in accordance with MPEP §2144.03.

Examiner has rejected claim 14 under 35 U.S.C. 103(a) as being unpatentable over Millevolte in view of USP 5,909,373 to Sansone et al. ("Sansone"). Sansone discloses a kiosk that dispenses postal franking on mail for user payment through a currency receiving slot. Sansone also includes a printer (31) for printing reports for the owner of the kiosk (col. 3, lines 61-62) and a dot matrix printer to fill in the postal value for the user of the kiosk (col. 1, lines 18-21). Neither of the printers are shown to print user-desired images. Even when Sansone and Millevolte are advantageously combined (assuming such combination proper), Applicant's claimed invention is not disclosed or suggested because the proposed combination does not have the filler laminated between the first and second surfaces and the proposed combination does not have a payment for the storage medium and its packaging. Therefore claim 14 has not been shown to be obvious in view of Millevolte and Sansone.

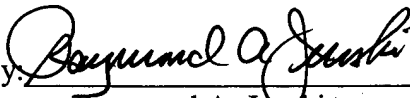
In summary, neither Millevolte nor Davis nor Sansone, taken alone or in combination, teach or suggest the invention as now claimed. Accordingly, a rejection of the claims under 35 U.S.C.102(b) or 35 U.S.C.103(a) is not proper for the reasons given above. Therefore, in view of the foregoing Amendment, Applicant believes the present

Application to now be in a condition suitable for allowance. Examiner is respectfully urged to withdraw the rejections and pass the present Application to allowance.

Hewlett-Packard Company  
1000 NE Circle Blvd. m/s 422B  
Corvallis, OR 97330  
(541) 715-8441

Respectfully submitted,

Michael J. Jones

By:   
Raymond A. Jenski  
Reg. No. 31,267  
Attorney for Applicant

**ATTACHMENT 1**

1. (Currently Amended) A personalized storage medium and packaging, comprising:

a computer writeable storage medium including at least one stored user specified computer file and having a predetermined physical shape; and

a package having a medial filler laminated to and spacing apart a first lamina with an outward facing surface and a second lamina, said filler having a pocket formed therein adapted to accommodate said predetermined shape and said outward facing surface of said first lamina having an image disposed thereon, said image related to said stored user specified computer file.

2. (Original) A personalized storage medium and packaging in accordance with claim 1 wherein said second lamina further comprises a second outward facing surface adapted to have a postal address printed thereon.

3. (Original) A personalized storage medium and packaging in accordance with claim 1 wherein said computer file further comprises an image file.

4. (Original) A personalized storage medium and packaging in accordance with claim 3 wherein said image disposed upon said outward facing surface of said first lamina and related to said stored user specified image file further comprises an image derived from said image file.

5. (Currently Amended) A personalized storage medium and packaging in accordance with claim 3 further comprising a stored second user specified computer file of said at least one stored user specified computer file, said second user specified computer file further comprising a video file compliant with a video standard.

6. (Currently Amended) A personalized storage medium and packaging in accordance with claim 5 [[1]] wherein said computer writeable storage medium further comprises a linking between said video file and said image file.

7. (Original) A personalized storage medium and packaging in accordance with claim 1 wherein said computer writeable storage medium further comprises a CD.

8. (Currently Amended) Apparatus that creates a personalized storage medium and packaging, comprising:

a processor that accepts still image content and video content input and creates a first digital image file suitable for storing on the personalized storage medium , ~~and~~ a second digital image file suitable for printing an image on the packaging , and a video file compliant with a video standard;

a data recorder that stores said first digital image file and said video file on the personalized storage medium; and

a printer that prints said second digital image file on a first surface of the packaging.

9. (Original) Apparatus that creates a personalized storage medium and packaging in accordance with claim 8, further comprising a data processor that accepts input from a user suitable for printing on a second surface of the packaging.

10. (Original) Apparatus that creates a personalized storage medium and packaging in accordance with claim 9 further comprising a data processor that accepts a postal address from a user for printing on a second surface of the packaging.

11. (Currently Amended) Apparatus that creates a personalized storage medium and packaging in accordance with claim 8 wherein said data recorder further comprises a CD burner for storing said first image file and said video file on a CD.

12. (Original) Apparatus that creates a personalized storage medium and packaging in accordance with claim 8 further comprising an audio processor that accepts audio content input and creates a digital audio file suitable for storing on the personalized storage medium.

13. (Currently Amended) A method of creating a personalized storage medium and packaging, comprising the steps of:

storing at least one user specified computer file on a computer writeable storage medium having a predetermined physical shape;

printing an image related to said stored user specified computer file on a first outward facing surface of the packaging;

forming a pocket in a filler, said pocket adapted to accommodate said predetermined shape; and

laminating ~~disposing~~ said filler between said first outward facing surface and a second outward facing surface.

14. (Original) A method in accordance with the method of claim 13 further comprising the step of accepting payment for creating the personalized storage medium and packaging.

15. (Original) A method in accordance with the method of claim 13 further comprising the step of printing a postal address on said second outward facing surface.

16. (Original) A method in accordance with the method of claim 13 wherein said step of storing at least one user specified computer file further comprises the step of storing at least one user specified image file.

17. (Original) A method in accordance with the method of claim 16 wherein said step of disposing an image related to said stored user specified image file further comprises the step of disposing an image derived from said image file on said first outward facing surface of the packaging.

18. (Currently Amended) A method in accordance with the method of claim 16 wherein said step of storing at least one user specified computer file further comprises the step of storing a second user specified computer file as a video file compliant with a video standard.

19. (Original) A method in accordance with the method of claim 18 further comprises the step of linking said video file and said image file.

20. (Original) A method in accordance with the method of claim 16 wherein said step of storing at least one user specified computer file further comprises the step of storing a second user specified computer file as a digital audio file.

21. (Original) A personalized storage medium and packaging created in accordance with the method of claim 13.



**ATTACHMENT 2****PERSONALIZED STORAGE MEDIUM AND METHOD****STORING AND SHARING OF CONTENT****BACKGROUND**

The present invention is a continuation-in-part of US Patent Application No.09/792,791, titled "Archiving and Sharing of Multimedia Content", filed on 02/23/2001 on behalf of Michael J. Jones et al. and assigned to the assignee of the present invention.

The present invention generally relates to the storing and sharing of personalized information and more particularly relates to apparatus and method for providing recorded personalized information on a computer storage medium included with a personalized packaging.

Mass market still image photography is at the entrance to the digital age. Of course, professional photography has been using digital storage and image enhancement for some time, but the digital capture and storage of images for consumers is a relatively new development. Consumer digital cameras are becoming common in the marketplace and consumers are beginning to acquire the cameras in rapidly increasing numbers. It is expected that digital cameras will overtake conventional film cameras based on the silver-halide, chemical, process. Digital cameras typically store the captured images in computer files on one of various digital storage media selected by the camera manufacturer and the user subsequently downloads the stored images to a computer, printer, or other external device for conversion to human perceptible form. Often a silver-halide print is digitized or the original digital camera image is re-stored on a CD using a still image specification like the professional "PhotoCD", a Kodak, Inc. proprietary technology, or "PictureCD", employing the more familiar JPEG standard,

**ATTACHMENT 3****PERSONALIZED STORAGE MEDIUM AND METHOD**  
**STORING AND SHARING OF CONTENT****ABSTRACT OF THE DISCLOSURE**

A CD containing still images, video, audio, or data files unique to a person is created and packaged in a postcard-like medium, greeting card, or the like. The card is printed upon with a personalized image derived from the stored files or selected from an appropriate library of images.